



2021 CalEITC4Me.org TOOLKIT

2021 Tax Season Launch

DOWNLOAD TOOLKIT HERE

Or visit CalEITC4Me.org/resources

Dear Partners,

As we prepare for the 2021 Tax Season, we are sensitive to the difficult time that many Californians are experiencing as a result of the COVID-19 pandemic, and we want to work with you to ensure that each and every one of them who is eligible for the California Earned Income Tax Credit (CalEITC) claims it. Last year when the sheltering orders came down, we turned our in-person programs into online outreach, and as a result of our collective work more than 6.2 million Californians, including nearly 2 million children, benefited from the CalEITC and the Young Child Tax Credit (YCTC)!

This year, for the first time, Californians who file their tax returns with an ITIN - Individual Tax Identification Number -- including undocumented immigrants, are eligible for the CalEITC and the YCTC. This could impact 600,000 California immigrant workers and family members, so we are intent on getting out the word about this new eligibility.

Unfortunately, many people who are eligible to receive the CalEITC choose not to file an income tax return because they don't make more than \$9,000. However, if they don't file, they can't receive the credit. That's why it's so important that we spread the word. People need to know that these credits are available, and that it's easy and free to file and claim their money. The calculator tool on our website allows people to determine their eligibility and estimate their refund, and our list of tax preparation locations and online resources can help them file.

Workers who qualify for the CalEITC are also likely eligible for CalFresh food assistance and other public benefits. We have included a page on the website that lists programs people may be eligible for, along with a link to apply or get further information about them.

Also, be sure to read our information on the federal EITC where we share that either someone's 2020 or 2019 income can be used to determine eligibility for the federal EITC, which is good news for many families. To help us get the word out, we've created images for you to use in your social media. Please tag @CalEITC4Me in your posts on Facebook, Twitter and Instagram. Also, feel free to use the following hashtags to help give your posts greater visibility:

#CalEITC #EITC #EndPoverty #TaxRefund #TaxSeason

To ensure a coordinated, amplified effort, we have created an easy-to-use toolkit that includes:

- Sample email blast
- Sample social media posts
- Social media graphics
- Downloadable, printable flyers

We hope you will take advantage of the tools shared here. And as always, if you ever have any questions, comments, or ideas, please don't hesitate to reach out.

For more information or to get involved, contact:

Sebastien Chaubard
Outreach Manager

Central Valley and Northern California
510-468-0872
sebastien@goldenstateopportunity.org

Juan A. Villa
Campaign Coordinator

Riverside County and San Bernardino
County
909-499-7203
juan@goldenstateopportunity.org

Angelica Villanueva, M.A.
Campaign Coordinator

Los Angeles County
760-989-7385
angelica@goldenstateopportunity.org



2021 CalEITC4Me.org TOOLKIT

2021 Tax Season Launch


DOWNLOAD TOOLKIT HERE

Or visit CalEITC4Me.org/resources

Sample of Flyers

(English and Spanish)

HEALTHY FAMILIES



PROVIDE MORE FOR WHAT MATTERS MOST.

The California Earned Income Tax Credit (CalEITC) and the Young Child Tax Credit (YCTC) are state tax credits for working Californians. If you qualify, you can impact your family's health and success!

Research has found that when families get the EITC:

- Babies are healthier: newborns weigh more and infant mortality rates decrease.
- Kids stay in school longer and do better on tests.
- College is an option, with kids more likely to go to college and families able to help pay for it.




How much will you get back?

*Text EITC to 47177 and use our calculator to find out how much your refundable tax credit will be.


No Social Security number? No problem!
Taxpayers with an ITIN (Individual Taxpayer Identification Number), including undocumented immigrants, are now eligible for the CalEITC and YCTC. Visit CalEITC4Me.org to learn more.

Tax credits, like the CalEITC and EITC, are not considered public benefits under the U.S. Citizenship and Immigration Services public charge rule. Find out if you are eligible at CalEITC4Me.org.

Visit CalEITC4Me.org to learn more about the CalEITC and YCTC.

  
@CalEITC4Me

Young Child Tax Credit



THE CALIFORNIA EARNED INCOME TAX CREDIT AND THE YOUNG CHILD TAX CREDIT CAN PROVIDE YOU WITH MORE FOR WHAT MATTERS MOST.

Do you have a child under the age of 6?*

If you qualify for the California Earned Income Tax Credit (CalEITC) and have a child under 6 years old, you may also qualify for a tax credit of up to \$1,000 through the Young Child Tax Credit (YCTC)!




How much will you get back?

*Text EITC to 47177 and use our calculator to find out how much your refundable tax credit will be.

No Social Security number? No problem!
Taxpayers with an ITIN (Individual Taxpayer Identification Number), including undocumented immigrants, are now eligible for the CalEITC and YCTC. Visit CalEITC4Me.org to learn more.

Tax credits, like the CalEITC and EITC, are not considered public benefits under the U.S. Citizenship and Immigration Services public charge rule. Find out if you are eligible at CalEITC4Me.org.

Visit CalEITC4Me.org to learn more about the CalEITC and YCTC.

  
@CalEITC4Me

Organigrama de CalEITC



¿Es usted elegible para el CalEITC?

Otenga el dinero que lo ayudará a comprar las cosas que necesita.

¿Siga el diagrama para saber si usted es elegible para el CalEITC!

¿Ganó al menos \$1 en 2020?

- Menos de \$30,000: podría ser elegible
- Más de \$30,000: no es elegible

También podría calificar para el EITC federal, que tiene calificaciones diferentes. Visite CalEITC4Me.org para obtener más información.

¿Qué edad tiene?

- Mayor de 18 años: podría ser elegible
- Menor de 18 años (sin hijos): no es elegible

¿Tiene al menos un hijo menor de 6 años?

Es posible que también sea elegible para Reembolso de dinero con sus taxes por hijos menores (YCTC) de California y podría obtener un crédito tributario adicional de hasta \$1,000 cuando presente sus declaraciones de impuestos.

Reembolso de dinero con sus taxes por Ingreso del Trabajo de California (California Earned Income Tax Credit, CalEITC) y Reembolso de dinero con sus taxes por hijos menores (Young Child Tax Credit, YCTC) son créditos tributarios estatales para los trabajadores californianos.

¿Cuánto dinero le devolverán?

*Envíe un mensaje de texto con la palabra "Crédito" al 47177 y use nuestra calculadora para averiguar de cuánto será el reembolso de su crédito tributario.

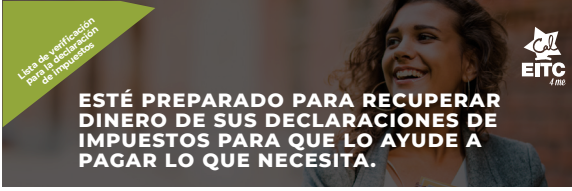
¿No tiene número de Seguro Social? ¡ningún problema!
Los contribuyentes que tienen un número de identificación personal del contribuyente (Individual Taxpayer Identification Number, ITIN), incluidos los inmigrantes indocumentados, ahora son elegibles para el CalEITC y el YCTC. Visite CalEITC4Me.org para obtener más información.

Los créditos tributarios, como el CalEITC y el EITC no se consideran beneficios públicos de acuerdo con la regla de carga pública del Servicio de Ciudadanía e Inmigración de los Estados Unidos. Averigüe si usted es elegible en CalEITC4Me.org.

Visite CalEITC4Me.org para obtener más información sobre el CalEITC y el YCTC.

  
@CalEITC4Me

Línea de verificación para su declaración de impuestos



ESTÉ PREPARADO PARA RECUPERAR DINERO DE SUS DECLARACIONES DE IMPUESTOS PARA QUE LO AYUDE A PAGAR LO QUE NECESITA.

Reembolso de dinero con sus taxes por Ingreso del Trabajo de California (California Earned Income Tax Credit, CalEITC) y Reembolso de dinero con sus taxes por hijos menores (Young Child Tax Credit, YCTC) son créditos tributarios estatales para los trabajadores californianos.

Esto es lo que necesitará para declarar sus impuestos:

- Identificación actual con fotografía
- Tarjetas del Seguro Social o formularios del número de identificación personal del contribuyente (Individual Taxpayer Identification Number, ITIN) de usted y de su familia
- Declaraciones de impuestos del año anterior (si están disponibles)
- Cheque anulado o extracto bancario para el depósito directo de su reembolso de su declaración de impuestos
- Matrícula de una universidad o escuela técnica (Formulario 1098-T)
- Intereses pagados sobre préstamos estudiantiles (Formulario 1098-E)
- Gastos del cuidado de sus hijos: presente el nombre, la dirección, la identificación tributaria o el número de Seguro Social del proveedor
- Donaciones benéficas
- Intereses hipotecarios e impuestos inmobiliarios pagados en 2020 (Formulario 1098)
- Comprobante de cobertura del seguro médico (Formulario 1095)
- Formulario 1095-A si usted o sus dependientes recibieron seguro médico a través de Covered California

Estados de resultados u otros formularios:




- Salarios de cada empleo (W-2)
- Intereses (Formulario 1098-INT)
- Dividendos (Formulario 1099-DIV)
- Planes de jubilación (Formulario 1099-R)
- Ganancias de juegos de azar (Formulario 1099-CG)
- Desempleo (Formulario 1099-G)
- Beneficios del Seguro Social (Formulario SSA)

¿PUEDE SOLICITAR EL CAL EITC EN CUALQUIER MOMENTO DEL AÑO!

¿No tiene número de Seguro Social? ¡ningún problema!
Los contribuyentes que tienen un número de identificación personal del contribuyente (Individual Taxpayer Identification Number, ITIN), incluidos los inmigrantes indocumentados, ahora son elegibles para el CalEITC y el YCTC. Visite CalEITC4Me.org para obtener más información.

Los créditos tributarios, como el CalEITC y el EITC no se consideran beneficios públicos de acuerdo con la regla de carga pública del Servicio de Ciudadanía e Inmigración de los Estados Unidos. Averigüe si usted es elegible en CalEITC4Me.org.

Visite CalEITC4Me.org para obtener más información sobre el CalEITC y el YCTC.

  
@CalEITC4Me

*Qualifying children must be under 6 years of age as of December 31, 2020.



2021 CalEITC4Me.org TOOLKIT

2021 Tax Season Launch

[DOWNLOAD TOOLKIT HERE](#)

Or visit CalEITC4Me.org/resources

Sample of Social Media Graphics (English)





2021 CalEITC4Me.org TOOLKIT

2021 Tax Season Launch

DOWNLOAD TOOLKIT HERE

Or visit CalEITC4Me.org/resources

Sample of Social Media Graphics (Spanish)





2021 CalEITC4Me.org TOOLKIT

2021 Tax Season Launch

DOWNLOAD TOOLKIT HERE

Or visit CalEITC4Me.org/resources

Sample Email Blast

Dear [First Name or Friend],

While we hope that 2021 becomes a year with promising new beginnings, we know that you are working hard to keep yourself and your family safe and healthy, and that includes working hard to make ends meet. We want to make sure that you know about tax credits that can help.

The California EITC (CalEITC) and the state Young Child Tax Credit (YCTC) are refundable state credits that can reduce your tax bill or increase your refund. This can give you money for things you need, like groceries, rent, and health care. The amount you get back depends on income and family size. Most families get at least a couple hundred dollars back with these tax credits, but many get even more.

For the first time, Californians who file their tax returns with an ITIN - Individual Tax Identification Number -- including undocumented immigrants, are eligible for the CalEITC and the YCTC. This could impact 600,000 California immigrant workers and family members!

Use this online [calculator](#) to see if you qualify and estimate the amount of your credit.

There is also a federal EITC and Child Tax Credit for people with Social Security numbers. This year, you can use your 2020 or 2019 income for eligibility for these credits -- whichever gives you the most money back!

But here's the thing: we don't want you to lose a chunk of your refund by paying to have your taxes done. There's no need to pay a tax preparer when you can work with a certified one for free. You can even file online for free.

Check out free tax prep resources [here](#) and leave that money in your pocket.

Alternative for VITA sites: We offer free, safe and dependable tax prep right here in our community!

If you have questions about these tax credits, visit CalEITC4Me.org or text EITC to 47177 for English, or Crédito for Spanish.

Sample Social Media Posts

Immigrants who file taxes can now earn cash from the #CalEITC tax credit for the first time! You can use this money to pay for whatever you need. See how much you qualify for & find free, safe help with filing your taxes near you at CalEITC4Me.org.

Your boss probably sent you your W-2 form this week. That means it's #TaxSeason! You can get money back from the #CalEITC if you earn less than \$30,000 a year. Find out if you qualify & learn how to file for free at CalEITC4Me.org.

Our community has been hit hard by the pandemic, but you may be able to get cash back from the #CalEITC #TaxRefund. If you don't normally file taxes because you earn less than \$9,000 a year, you could be leaving a lot of money on the table. Use this free calculator to find out what you could get back this tax season at CalEITC4Me.org.

Being a working parent of young kids is tough--especially during a pandemic. But there's good news: if you earn \$30,000 or less a year, you probably qualify for a cashback #TaxRefund. Find out how the #CalEITC & #YCTC can put money back in your pocket at CalEITC4Me.org.

Did you know that you don't need to pay someone to help you file your taxes if you earn less than \$57,000 a year? The IRS provides free, safe and trustworthy tax prep right in our community! Find a location near you at CalEITC4Me.org.

We are working hard to #EndPoverty by getting families their max #TaxRefund. With tax credits like the #CalEITC & #YCTC, families can get cash for food, transportation or whatever they need most. Learn more at CalEITC4Me.org.